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Century of Progress International  
Exposition 1933-1934

Horticultural Exhibition and  
Garden and Flower Show





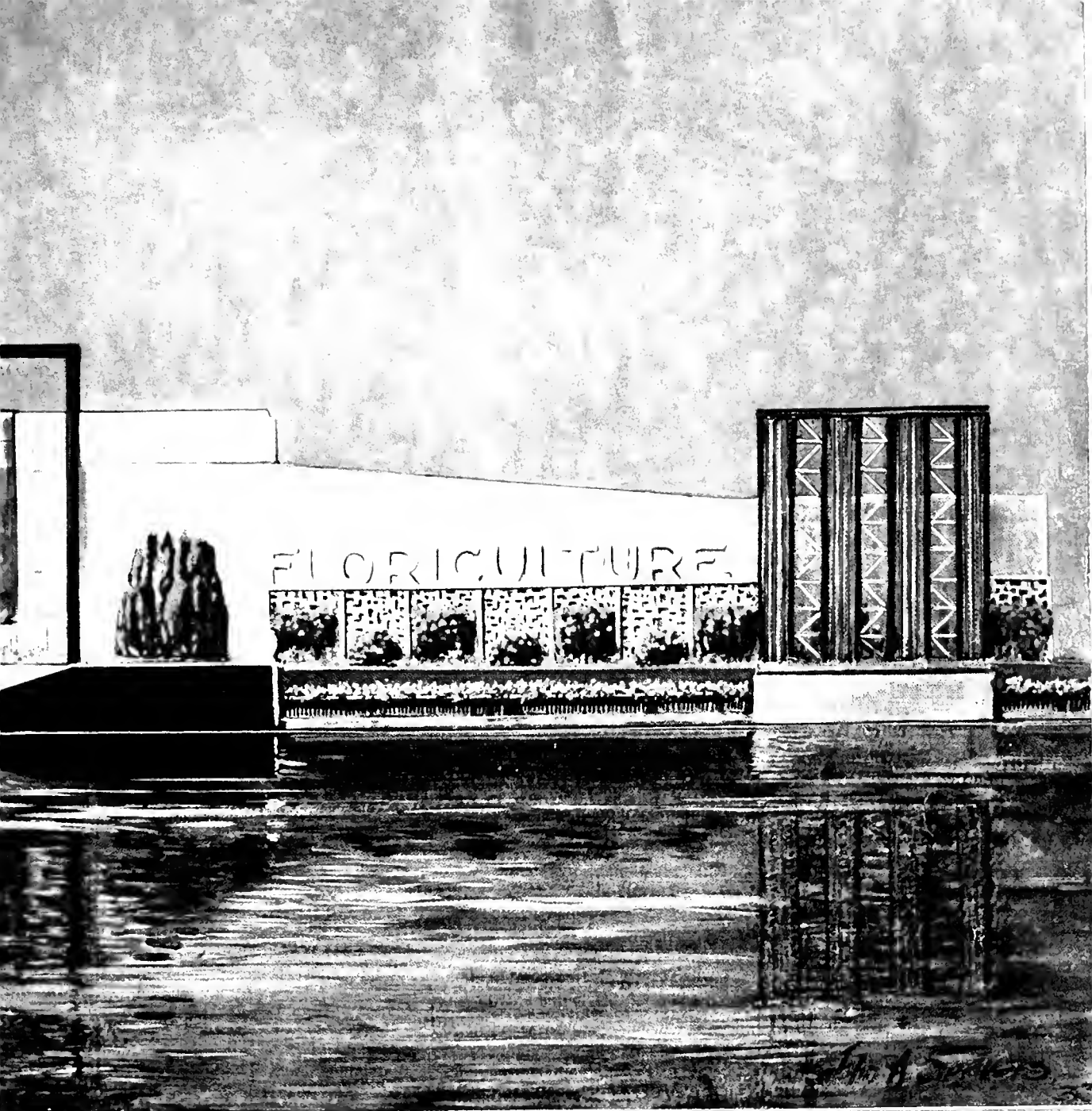


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# GARDEN OF FLOWERS SHOW

HORTICULTURAL BUILDING

A CENTRE OF PLANTS

CHICAGO 1934

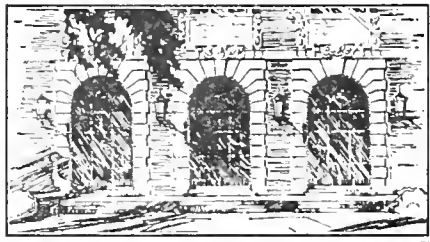
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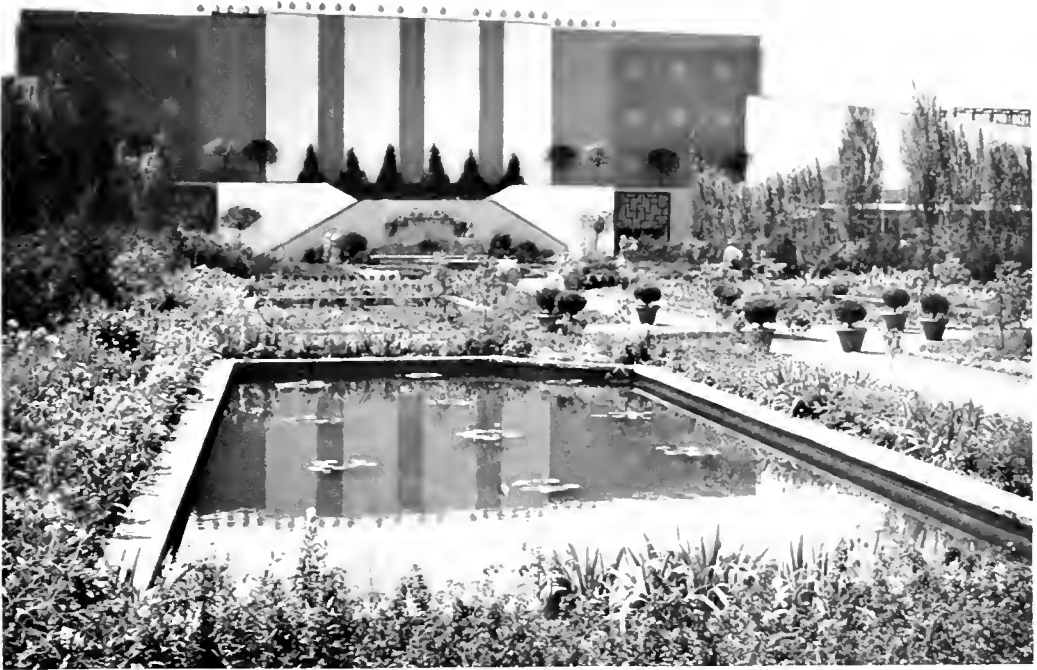
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*A garden is a poem come to life and dramatized in all  
the glamour and eloquence of Nature's finest talent*



VIEW FACING EXHIBITION HALL FROM ITALIAN FORMAL GARDEN

*By Charles Fiore.*

# HORTICULTURE

A CENTURY OF PROGRESS  
INTERNATIONAL EXPOSITION



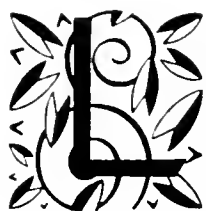
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1 9 3 3



*"Nature has glorified the romance of the sky and  
the earth and given us her flower gardens."*

## FOREWORD



IFE minus its aesthetic values would be barren indeed. Though we may often forget the fact, beauty is as essential for our well-being and happiness as are food and shelter and clothing. Fortunately, beauty appears in many forms—in music, in painting, in sculpture, in literature, and in a thousand glories of Nature. Not only are we moved at twilight by the rose colors of the western sky, or by the sparkling stars that sprinkle the vault of heaven at night, but deep in our beings there is a love for growing things, for living objects that in graceful forms and lovely colors and with sweet odors spring miraculously from the warm bosom of the soil. Even a single blossom, growing in a clay pot on a window sill, has opened to a weary soul a glimpse of heaven.

In the exhibition of A Century of Progress, there is an unparalleled display of the advancements in architecture and the triumphs of science, not only in their physical forms but also in their varied application to the arts of living. But these things do not compass man's interests or entirely cover the fields of notable progress.

The Horticultural and Floricultural Exhibition measures up to the very high levels attained by science, invention, engineering and industry as exemplified at A Century of Progress International Exposition. This great exhibition is dedicated to the Horticultural Industry in all its branches.

Here have been gathered the choicest blossoms, finest trees, shrubs and accessories, weaving them together into a delightful picture designed to give you something to take away with you as an enduring possession, that intangible something, not of leaf nor of bud, but the infinite happiness which comes in an association of these things. If it shall have added this to your life, if it shall give you enjoyment and inspiration, then our efforts shall not have been in vain and the objective and ideals of this Exhibition shall remain monumental to its accomplishment.





*"Not so much a fair Narcissus or a lovely Rose,  
But a silken, perfumed something that just grows."*

HORTICULTURAL EXHIBITION  
AND  
GARDEN AND FLOWER SHOW  
AT  
A CENTURY OF PROGRESS  
INTERNATIONAL EXPOSITION

---

May 27th to November 1st

1933

Located at

SOUTH END—NORTHERLY ISLAND

---

An Exhibition featuring the products and creations of  
Leaders in the Horticultural field

Operated in cooperation with the

HORTICULTURAL INDUSTRY

By

HORTICULTURAL EXHIBITIONS, INC.

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*"Trees were among the earliest companions of man  
and they have ever remained his steadfast friends."*

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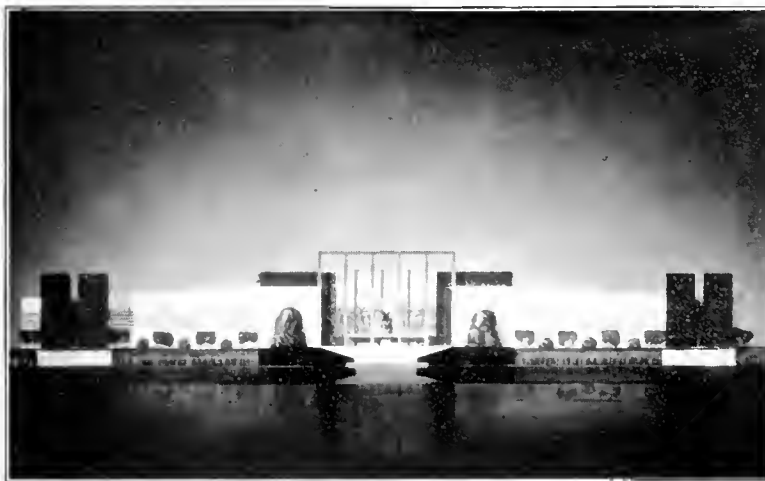
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HORTICULTURAL BUILDING AT A CENTURY OF PROGRESS



"Like so many precious jewels, Summer has  
studded the hillside with her most brilliant blossoms."

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*"Old fashioned gardens whispering tell  
Of things remembered, things loved well."*

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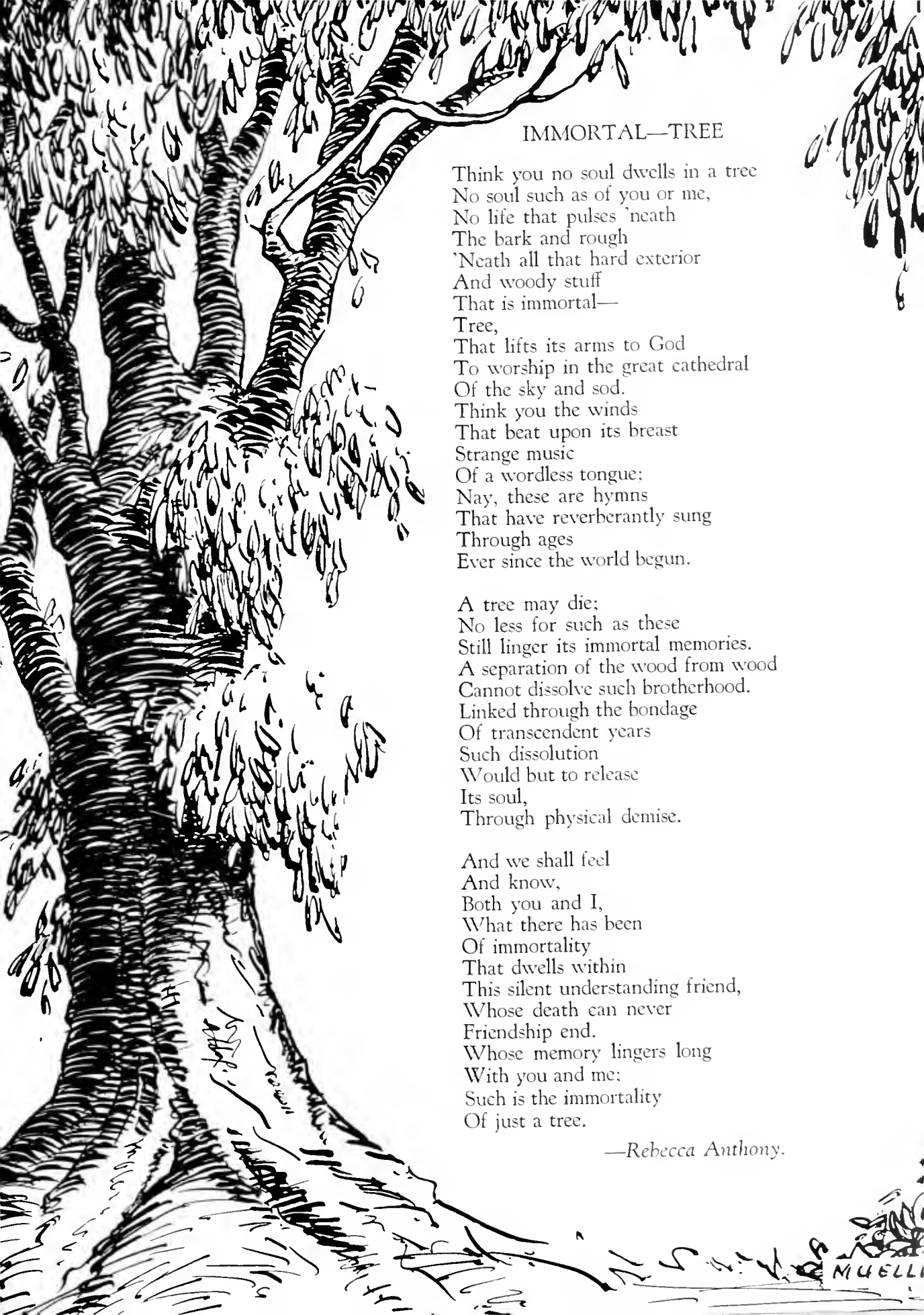
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## IMMORTAL—TREE

Think you no soul dwells in a tree  
No soul such as of you or me,  
No life that pulses 'neath  
The bark and rough  
'Neath all that hard exterior  
And woody stuff  
That is immortal—  
Tree,  
That lifts its arms to God  
To worship in the great cathedral  
Of the sky and sod.  
Think you the winds  
That beat upon its breast  
Strange music  
Of a wordless tongue;  
Nay, these are hymns  
That have reverberantly sung  
Through ages  
Ever since the world begun.

A tree may die;  
No less for such as these  
Still linger its immortal memories.  
A separation of the wood from wood  
Cannot dissolve such brotherhood.  
Linked through the bondage  
Of transcendent years  
Such dissolution  
Would but to release  
Its soul,  
Through physical demise.

And we shall feel  
And know,  
Both you and I,  
What there has been  
Of immortality  
That dwells within  
This silent understanding friend,  
Whose death can never  
Friendship end.  
Whose memory lingers long  
With you and me:  
Such is the immortality  
Of just a tree.

—Rebecca Anthony.



*"I think the angels when they light  
The stars, the flowers of heaven, at night,  
Let wee tots of the city peep  
Into His garden while they sleep."*

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*"I like to think at twilight among His lilies tall,  
He walks, but loves the smallest flower of them all."*

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### ENTRIES FOR SPECIAL SHOW—JULY 1st to 7th

UNITS: District 1-2-3-6-7-9-10

Corner Sec. Highland Park, Forest Preserve (Conservation), Third District (Edgemere Woman's Club). Gardens and floral arrangement: Mr. and Mrs. Kennecott, Chicago Woman's Club, Forest & Garden Department; Englewood Woman's Club, Joliet, Sherman Park Neighborhood House, Chicago Lawn, South Side Catholic Woman's Club, Palos Park Woman's Club, Mr. and Mrs. George Ward, Orland Park Woman's Club, Evanston Friends of Council, 6th District, 7th District, Woman's Ideal Club, Deerfield Woman's Club, Gray's Lake Clearing Woman's Club, Evergreen Florists, Soukel's Nursery, Beverly Juniors, Gresham Woman's Club, Chesterfield Woman's Club.

### HOSTESSES FOR SPECIAL WEEK

MRS. WALLACE B. COMBS, *Chairman*

Sat. July 1st—PRESIDENT'S DAY	- - - -	Mrs. Wm. F. Farrell and Mrs. Mary Wall
Sun. July 2nd—PAST PRESIDENT'S DAY	- -	Mrs. W. Seymour and Mrs. J. M. Fowler
Mon. July 3rd—GARDEN DAY	- - - -	Mrs. Chas. Caldwell and Mrs. W. B. Combs
Tues. July 4th—CITIZENSHIP DAY	- - - -	Mrs. C. Dargan and Mrs. R. Hoadley
Wed. July 5th—CONSERVATION DAY	- -	Miss Z. L. Gray and Mrs. W. Hermsdorf
Thurs. July 6th—ART DAY	- - - -	Mrs. A. Cole and Mrs. A. Johnson
Fri. July 7th—AMERICAN HOME DAY	- -	Mrs. P. Carter and Mrs. W. Seymour



*"To some they are scientific marvels, to others a decoration, but  
to me they are a beautiful and an endless song—these flowers."*

## SPECIAL EXHIBITS

### NORTH EXHIBITION HALL

FOLIAGE GARDEN AND FOUNTAIN EXHIBITED BY THE COMMISSIONERS OF LINCOLN PARK

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## SPECIAL FEATURES

### IN THE HORTICULTURAL BUILDING SCENIC DIORAMA SETTINGS

NUMBER	TITLE	SPONSORED BY
1.	A Tropical Garden	West Chicago Park Commissioners
2.	Maxwell House	General Foods Corporation
3.	Indiana Dunes Landscape	Gary Yard & Garden Club
4.	The Loggia	Charles Fiore
5.	Ferns of the United States	Kathryn E. Boydston
6.	The Desert	T. R. Schroeder
7.	A Door-way Court Garden	A. F. Amling Company
8.	A Mountain Stream	Clarence Stauffer
9.	A Period Interior	Grant's Art Galleries
10.	Living Room	Mandel Brothers
11.	Sun Room	Mandel Brothers
12.	Dining Room	Mandel Brothers
13.	Old English Interior	John A. Colby & Sons
14.	A Sculpture Garden	Waukesha Garden Studios
16.	Suwanee River Cabin	Garden Club of Morgan Park

## GARDEN FEATURES

These are staged on the exterior of the Horticultural Building Entrance to the garden section is through the North Hall.

NUMBER	TITLE	SPONSORED BY
1.	A Naturalistic Hillside Garden	Clarence Stauffer
2.	Rock Garden	William Oman Nursery Co.
3.	A Hillside Garden	Joliet Groups
4.	California Hacienda	Associated California Nurseries
5.	A Mid-Victorian Petunia Garden	Richard Diener, California
6.	Water Garden	William Tricker, Inc.
7.	Naturalistic Rock Garden	Thomas J. Lynch, Inc.
8.	Nature's Boudoir	Men's Garden Club of Chicago
9.	Family Garden Corner	Elmhurst Park District
10.	A Modern Garden	Men's Garden Club of Aurora
11.	Abraham Lincoln's Indiana Home in 1820	Men's Garden Club of Fort Wayne
12-A	An Italian Historical Garden	Charles Fiore
-B	A Garden in Japanese Style	Charles Fiore
-C.	An Informal Planting	Charles Fiore
13.	An Authentic Japanese Garden	Fleming Landscape Co.
14.	A Formal Garden	Park District of Oak Park
15.	An English Garden	James Norris Estate
16-A	Garden of Succulents and Annuals and A Small Formal Garden	Pearson-Daniels Company, Inc.
17.	A Garden Arrangement	Commissioners of Lincoln Park
18.	A Summer Garden	Vaughan's Seed Store
19.	An Illinois Apple Tree Garden	Kenneth Wright Bangs, dedicated to the Illinois Federation of Women's Clubs
20.	A Bit of Forest Preserve	Forest Preserve District of Cook County
21.	Rose Gardens	Inter State Nurseries
22.	Harmony in Nature	C. F. Leaf Company John R. Gunderson & Co



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LANG'S NURSERY  
Platteville, Wisconsin

C. F. LEAF COMPANY  
Chicago, Illinois

GEORGE LEAF  
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ARTHUR H. LEE & SONS  
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THOMAS J. LYNCH, INC.  
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MANDEL BROTHERS  
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MARSHALL FIELD & COMPANY  
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MEN'S GARDEN CLUB OF CHICAGO  
Chicago, Illinois

MEN'S GARDEN CLUB OF FORT WAYNE  
Fort Wayne, Indiana

MUELLERMIST OF ILLINOIS  
Oak Park, Illinois

NATIONAL BRICK COMPANY  
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SWAIN NELSON & SONS COMPANY  
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JAMES NORRIS ESTATE  
Lake Forest, Illinois

NORTHBROOK GARDENS  
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WM. OMAN NURSERY COMPANY  
Prairie View, Illinois

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ORCHIDWOOD, INC.  
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W. C. OWEN, INC.  
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PEARSON DANIELS (Rare Plant Nursery)  
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POMONA PUMP COMPANY  
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PREMIER ROSE GARDENS  
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CLARENCE STAUFFER  
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STULIK'S CANARY BIRD BREEDING  
PLANT  
LaGrange, Illinois

SWIFT & COMPANY  
Chicago, Illinois

W. A. TOOLE  
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M. L. TOWSLEY  
4441 Wornall Road  
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WILLIAM TRICKER, INC.  
Independence, Ohio  
Saddle River, New Jersey

VAUGHAN'S SEED STORE  
Chicago, Illinois

WALLACE FLORAL COMPANY  
5744 Kercheval Avenue  
Chicago, Illinois

WAUKESHA GARDEN STUDIOS  
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THE WAREHAM BIRDHOUSE COMPANY  
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JOHN WEILAND  
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WELLER NURSERIES COMPANY, INC.  
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Wenona, Illinois

WESTERN STONEWARE COMPANY  
Monmouth, Illinois



*An infinite source of pleasure your  
garden will be a manifold investment."*

## INFORMATION CONCERNING EXHIBITION

On pages following are shown dioramas and gardens on exhibition in the Horticultural Building. The detailed information concerning these exhibits as given below will be of interest.

### THE LOGGIA

Exhibited by Charles Fiore, Prairie View, Illinois.

### MAXWELL HOUSE

Exhibited by Maxwell House Coffee, General Foods Corporation. Arranged by Leone Barrett, Kenilworth, Illinois. S. S. Beman, Architect, Chicago, Illinois.

### A TROPICAL GARDEN

Exhibited by The West Chicago Park Commissioners: Harry Joseph, President; August Koch, Chief Horticulturist

### A MOUNTAIN STREAM

Designed and arranged by John A. Servas, Clarence A. Stauffer, Cooperating.

### THE DESERT

Exhibited by T. R. Schroeder, Chicago, Illinois.

### A DOOR-WAY COURT GARDEN

Exhibited by A. F. Amling Company, Maywood, Illinois. Garden design by Kenneth W. Bangs, Landscape Architect, Arlington Heights, Illinois.

### A PERIOD INTERIOR

Exhibited by Grant's Art Galleries, Chicago, Illinois

### LIVING ROOM

Furnishings by Mandel Brothers, Chicago, Illinois.

### SUN ROOM

Furnishings by Mandel Brothers, Chicago, Illinois.

### DINING ROOM

Furnishings by Mandel Brothers, Chicago, Illinois

### OLD ENGLISH INTERIOR

Furnishings by John A. Colby & Sons, Chicago, Illinois.

### A SCULPTURE GARDEN

Exhibited by Waukesha Garden Studios, Waukesha, Wisconsin.

### INDIANA DUNES LANDSCAPE

Exhibited by Gary Yard & Garden Club; Mrs. J. A. Patterson, Chairman; Tom Warrillow, Designer. Sponsored by the Honorable R. O. Johnson, Mayor of Gary, Indiana.

### SUWANEE RIVER CABIN

Sponsored by Garden Club of Morgan Park, Illinois. Created by Olive Bohn Fischer.

### THE OLD MILL GARDEN

Exhibited by Clarence A. Stauffer and Brothers, Hammond, Indiana, and Cooperators. This "World's Fair Garden" was designed and supervised by Charles O. Speicher, Landscape Architect of South Bend, Indiana, builder of many beautiful gardens and estates.

### ROCK GARDEN

Exhibited by Wm. Oman Nursery Co., Prairie View, Illinois.

### AN INFORMAL GARDEN

Exhibited by Thomas J. Lynch, Inc., Winnetka, Illinois.

### CALIFORNIA HACIENDA

Exhibited by Associated California Nurseries, Mr. Charles G. Davis of San Leandro, California, director.

### A HILLSIDE GARDEN

Exhibited by Joliet Floral and Garden Club, The Garden Department of the Woman's Club, The Park Board of Joliet, Illinois

### A MID-VICTORIAN PETUNIA GARDEN

Exhibited by Richard Diener, Oxnard, California. Garden design by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois.

### WATER GARDEN

Exhibited by William Tricker, Inc., Independence, Ohio, and Saddle River, New Jersey.

### A MODERN GARDEN

Exhibited by Men's Garden Club of Aurora, Illinois.

### SEMI-FORMAL GARDEN

Exhibited by Men's Garden Club of Chicago, Illinois.

### THE FAMILY GARDEN CORNER

Exhibited by The Elmhurst Park District, Elmhurst, Illinois.

### ABRAHAM LINCOLN'S INDIANA HOME IN 1820

Exhibited by Men's Garden Club of Fort Wayne, Indiana. Sponsored by the Lincoln National Life Insurance Company.



*I do not like to think of yesterday, but to-morrow not of petals scattered on the ground but of bursting blossoms raising their little faces to the blue of heaven.*

#### FERNS OF THE UNITED STATES

Exhibited by Kathryn E. Boydston, Chicago, Illinois.  
American Fern Society Cooperating.

#### FLOWER AND FOLIAGE DISPLAY

Exhibited by the Commissioners of the South Parks, Chicago, Illinois, Edward J. Kelly, President; Robert E. Moore, Landscape Architect; Herman Benthley, Landscape Gardener.

#### A GARDEN IN JAPANESE STYLE

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

#### AN ITALIAN HISTORICAL GARDEN

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

#### ITALIAN FORMAL GARDEN

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

#### AN INFORMAL PLANTING

Exhibited by Charles Fiore, Designer, Prairie View, Illinois.

#### AN AUTHENTIC JAPANESE GARDEN

Exhibited by Fleming Landscape Co., Joliet, Illinois.

#### A FORMAL GARDEN

Exhibited by Park District of Oak Park, Illinois, Col. A. D. Rehm, President; Gustaf A. Lindberg, Superintendent and Secretary.

#### GARDEN OF SUCCULENTS AND ANNUALS AND A SMALL FORMAL GARDEN

Exhibited by Pearson-Daniel Co., Inc., Chicago, Illinois.

#### A GARDEN ARRANGEMENT

Exhibited by Commissioners of Lincoln Park, Chicago, Illinois. A. D. Plamondon, President.

#### AN ENGLISH GARDEN

Exhibited by James Norris Estate. Garden Planting by Robert McLaren, Superintendent. Garden design by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois. Urn by courtesy of American Terra Cotta Company, Chicago, Illinois.

#### A MODERN FLOWER GARDEN

Exhibited by Vaughan's Seed Store, Chicago, Illinois. Garden Design by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois.

#### AN APPLE TREE GARDEN

Designed, Planted and Exhibited by Kenneth Wright Bangs, Landscape Architect, Arlington Heights, Illinois. Plant material furnished by Arlington Landscape Service, Inc., Arlington Heights, Illinois. Garden Dedicated to the Illinois Federation of Women's Clubs, Mrs. Viola Farrell, President.

#### A BIT OF FOREST PRESERVE

Exhibited by Forest Preserve District of Cook County, Illinois; Emmett Whealan, President; Charles G. Sauer, General Superintendent. Arranged by Arthur Koresgard.

#### A CENTURY OF PROGRESS ROSE GARDEN

Exhibited by Inter-State Nurseries, Hamburg, Iowa; Charles N. Evans, Rosarian.

#### HARMONY IN NATURE

Exhibited by C. F. Leaf Company and John R. Gunderson & Co. Rocks furnished by Henry C. Arch & Son, Forest Park, Ill., and M. L. Towsley, Kansas City, Missouri. Ferns by W. A. Toole, Baraboo, Wisconsin. Fowl and Deer by Wallace Evans Game Farm, St. Charles, Illinois.







GENERAL VIEW OF DIORAMA HALL





GENERAL VIEW OF SOUTH EXHIBITION HALL



THE LOGGIA







MAXWELL HOUSE



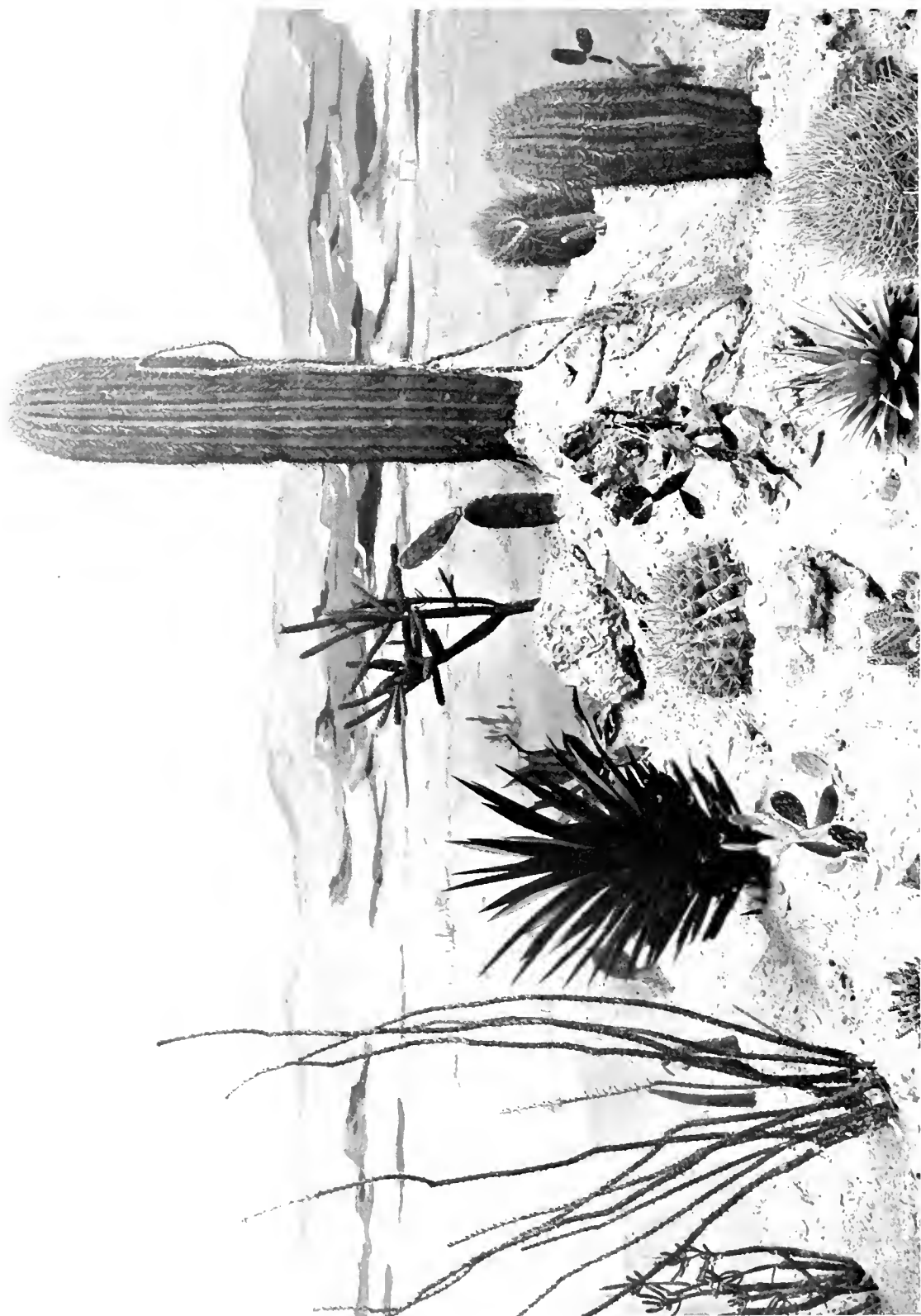


A TROPICAL GARDEN



A MOUNTAIN STREAM





THE DESERT





A DOOR-WAY COURT GARDEN





A PERIOD INTERIOR



LIVING ROOM





SUN ROOM



DINING ROOM





OLD ENGLISH INTERIOR



A SCULPTURE GARDEN



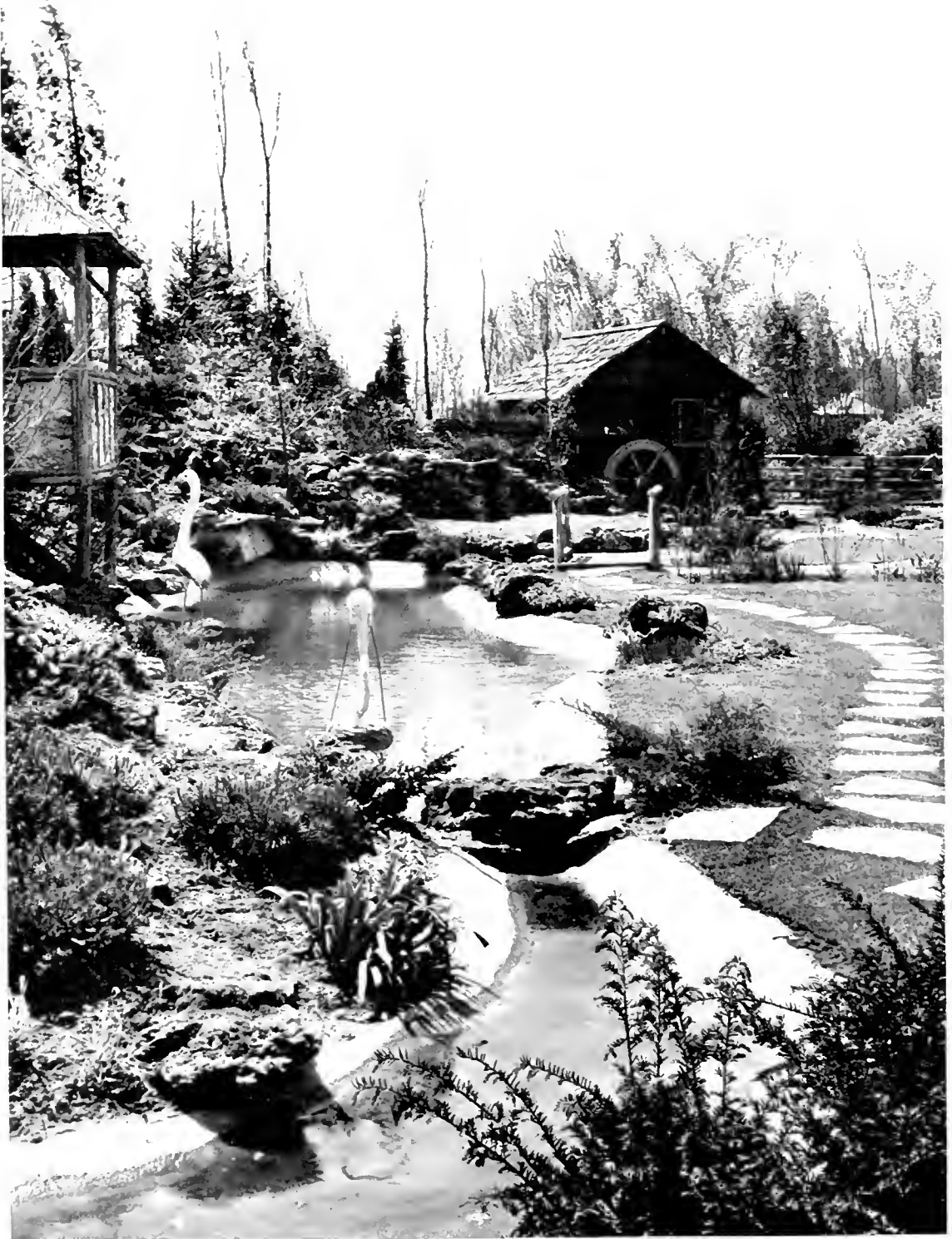


INDIANA DUNES LANDSCAPE



SUWANEE RIVER CABIN





THE OLD MILL GARDEN





ROCK GARDEN



AN INFORMAL GARDEN





CALIFORNIA HACIENDA



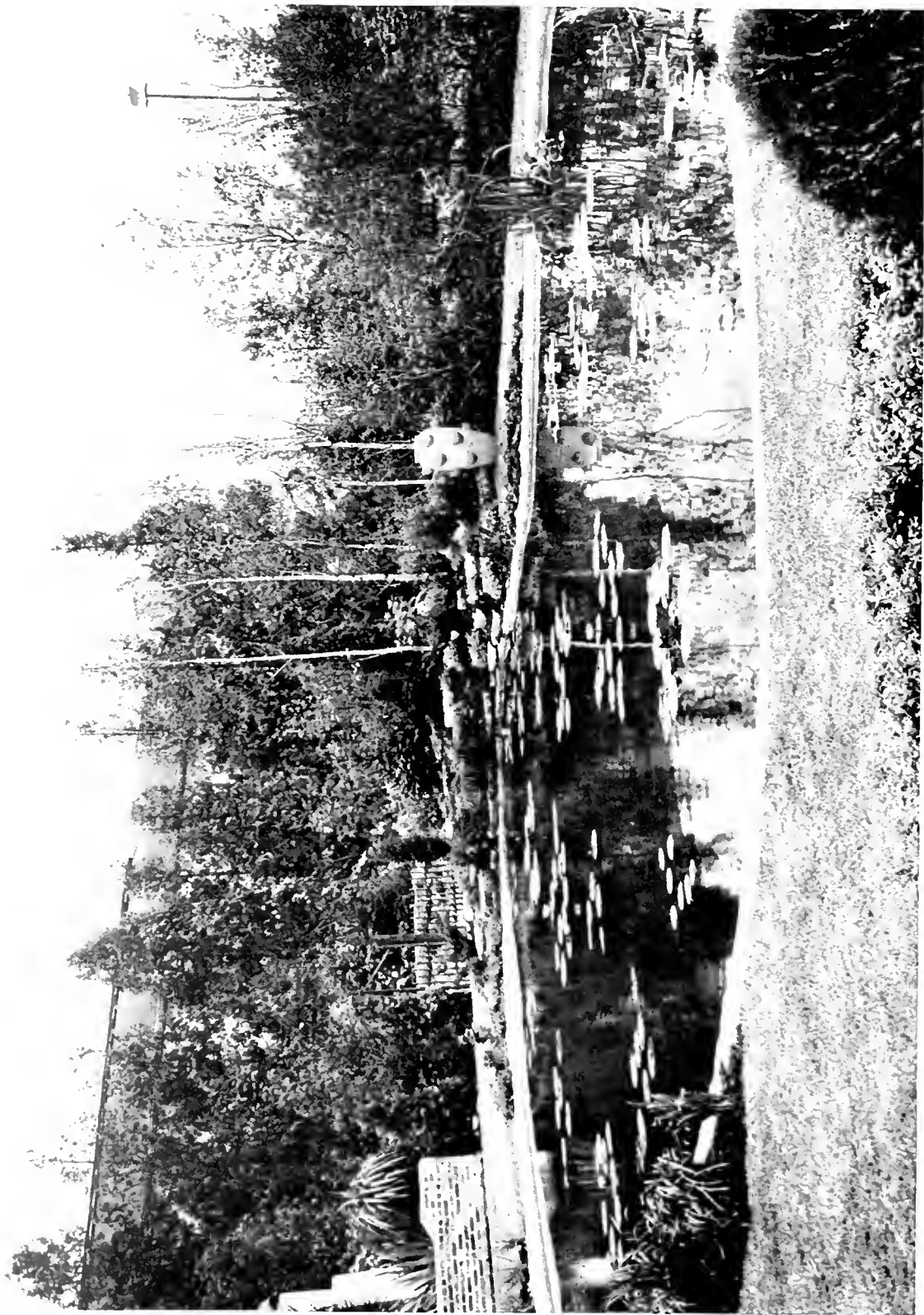


A HILLSIDE GARDEN



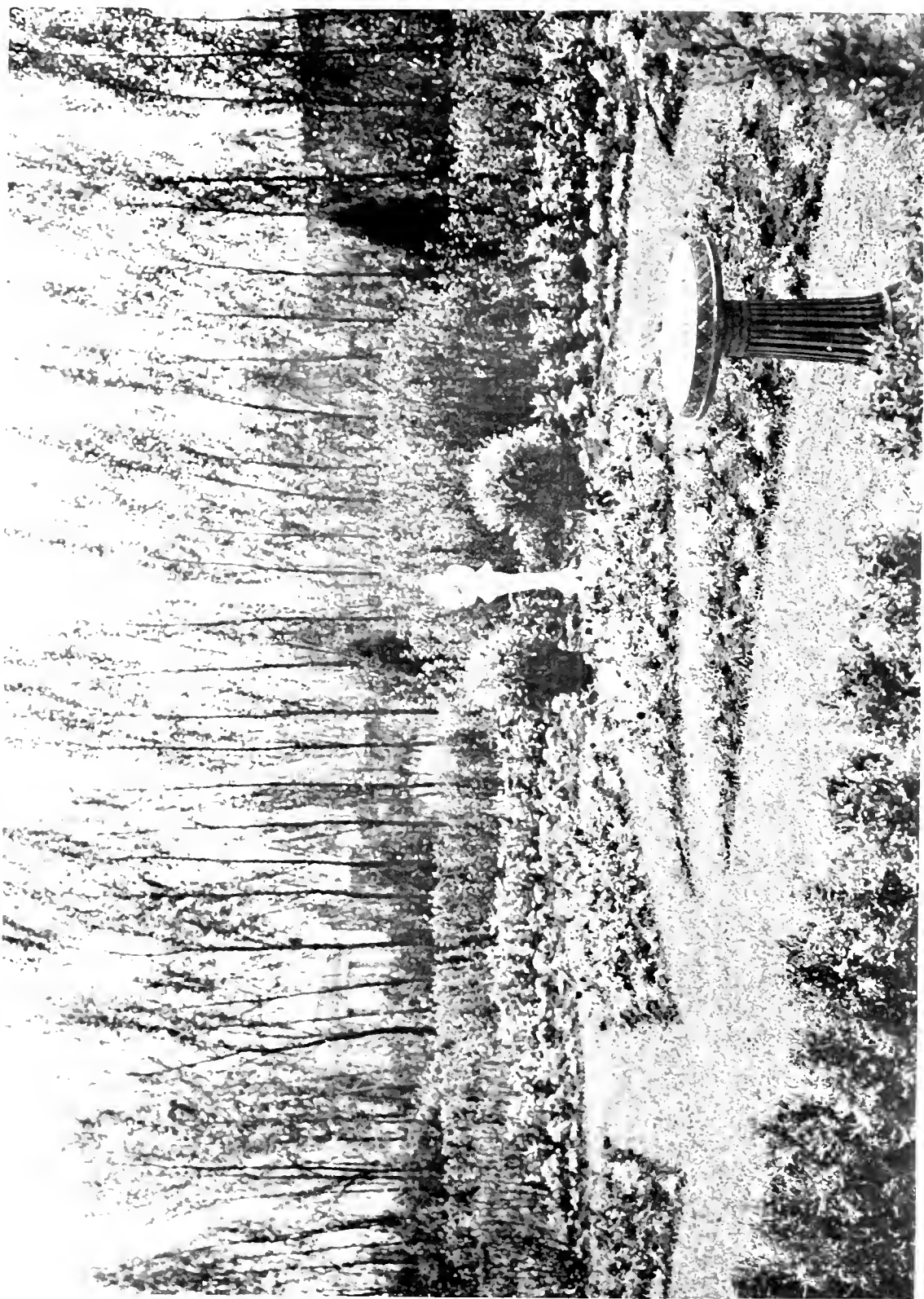
A MID-VICTORIAN PETUNIA GARDEN





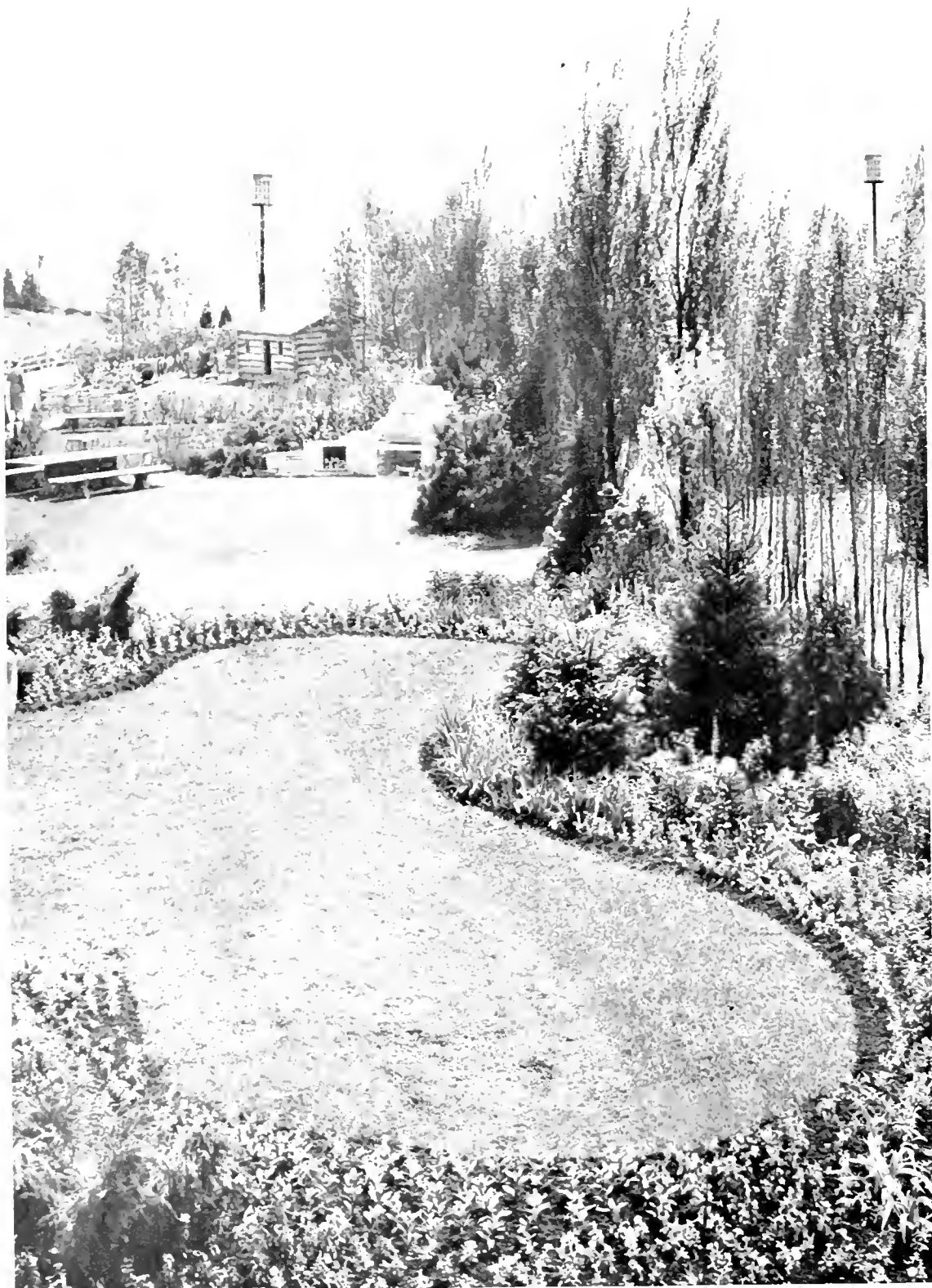
WATER GARDEN





A MODERN GARDEN



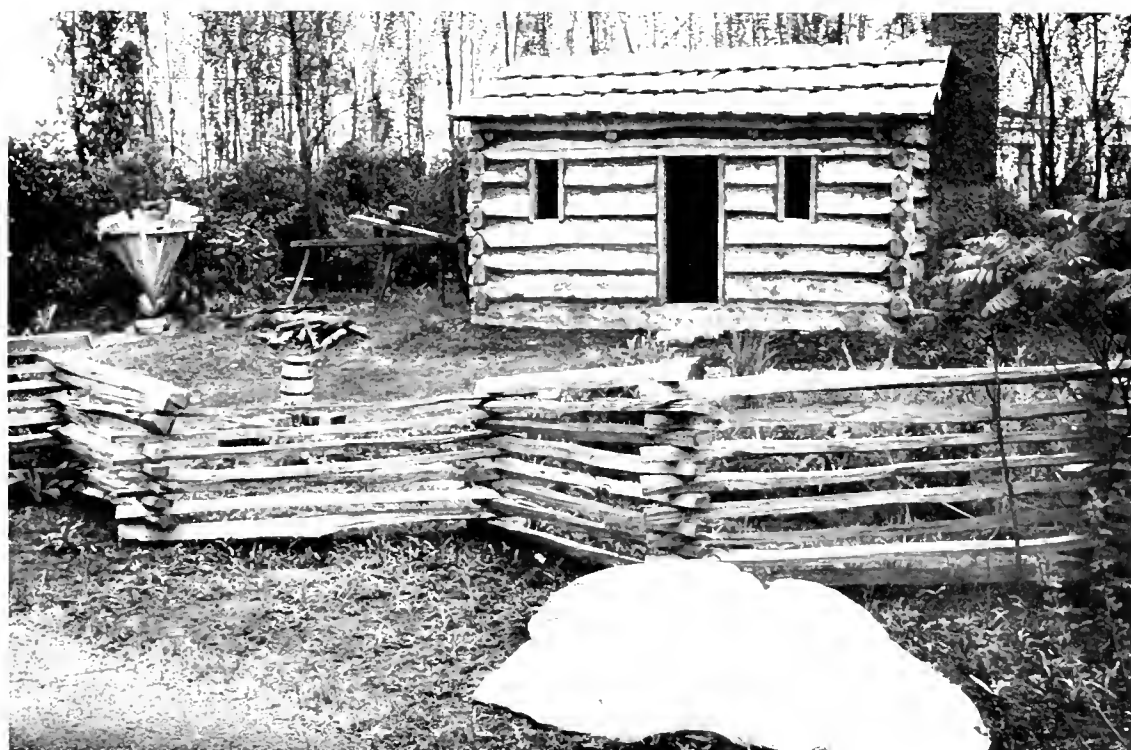


SEMI FORMAL GARDEN





THE FAMILY GARDEN CORNER



ABRAHAM LINCOLN'S INDIANA HOME IN 1820





FERNS OF THE UNITED STATES



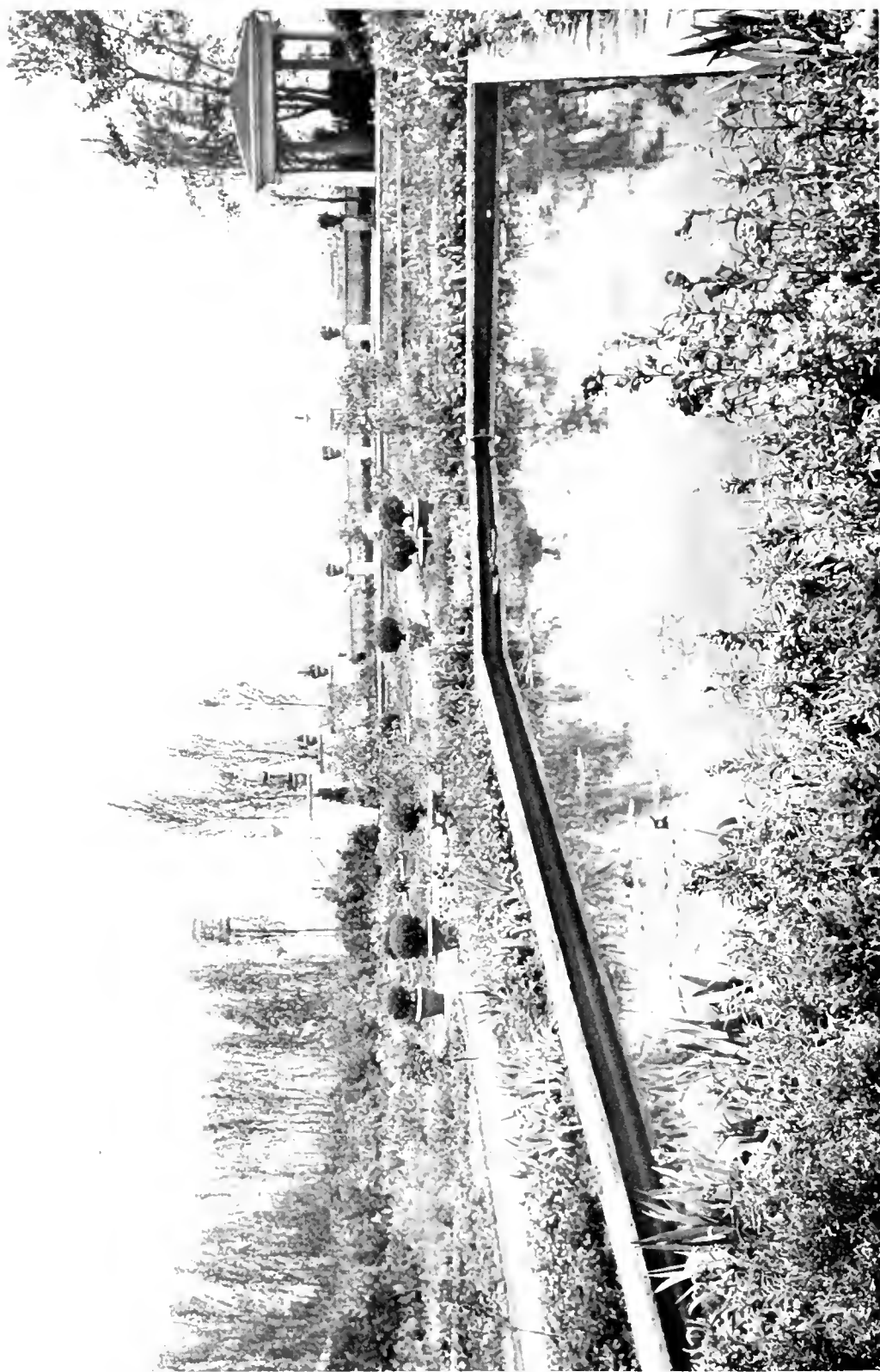
FLOWER AND FOLIAGE DISPLAY





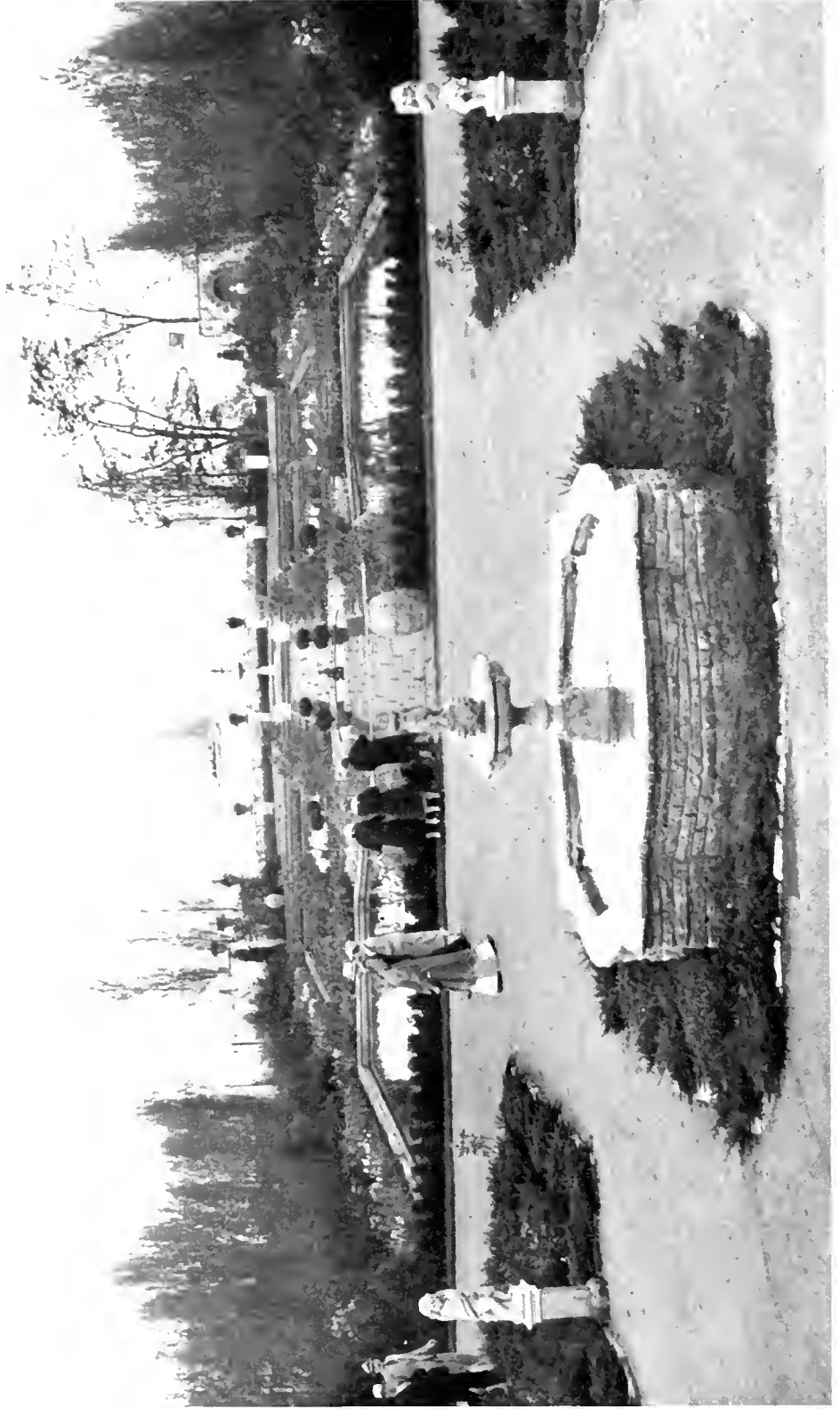
A GARDEN IN JAPANESE STYLE





AN ITALIAN HISTORICAL GARDEN





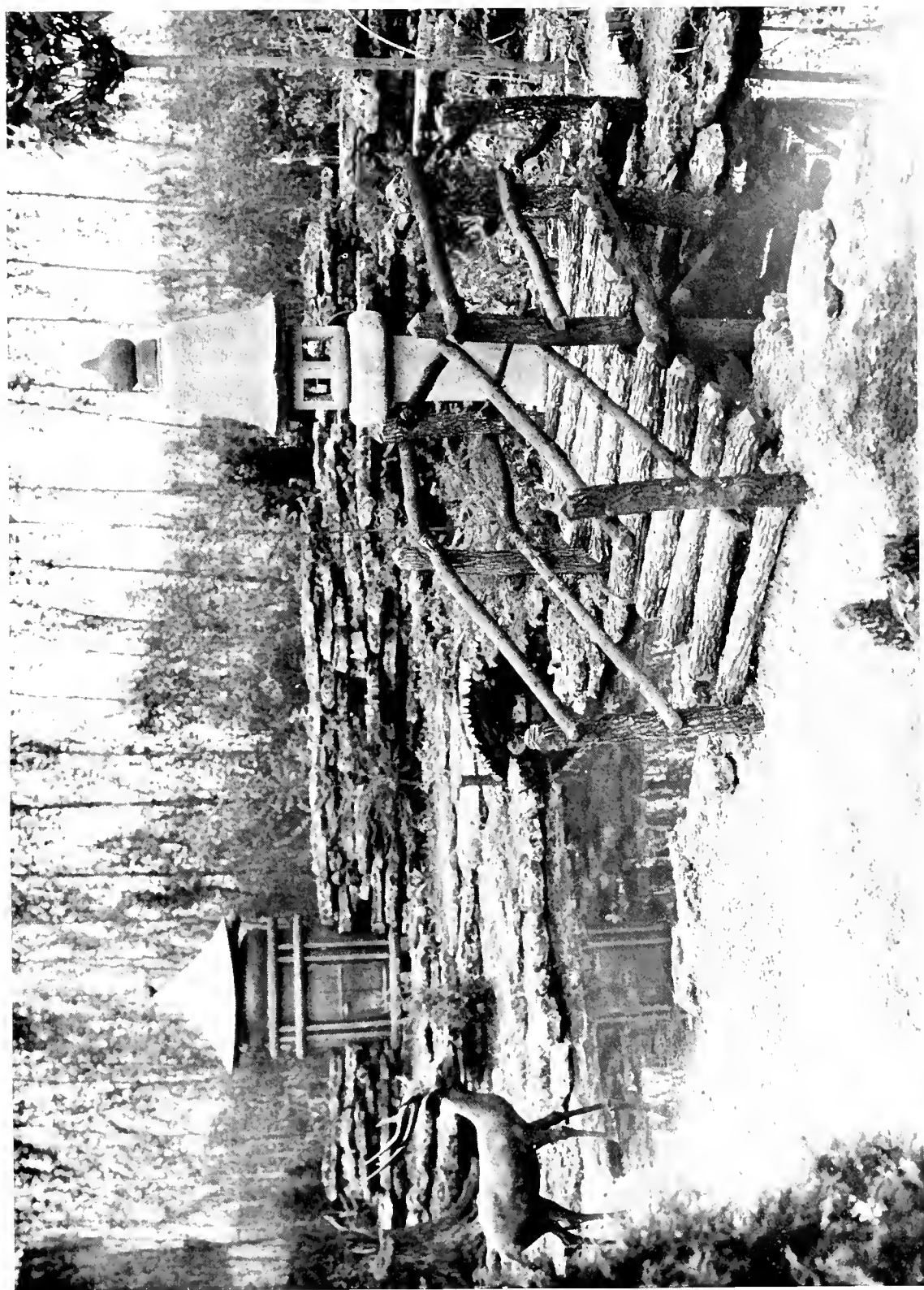
ITALIAN FORMAL GARDEN





AN INFORMAL PLANTING





AN AUTHENTIC JAPANESE GARDEN





A FORMAL GARDEN





A GARDEN OF SUCCULENTS AND ANNUALS  
AND A SMALL FORMAL GARDEN



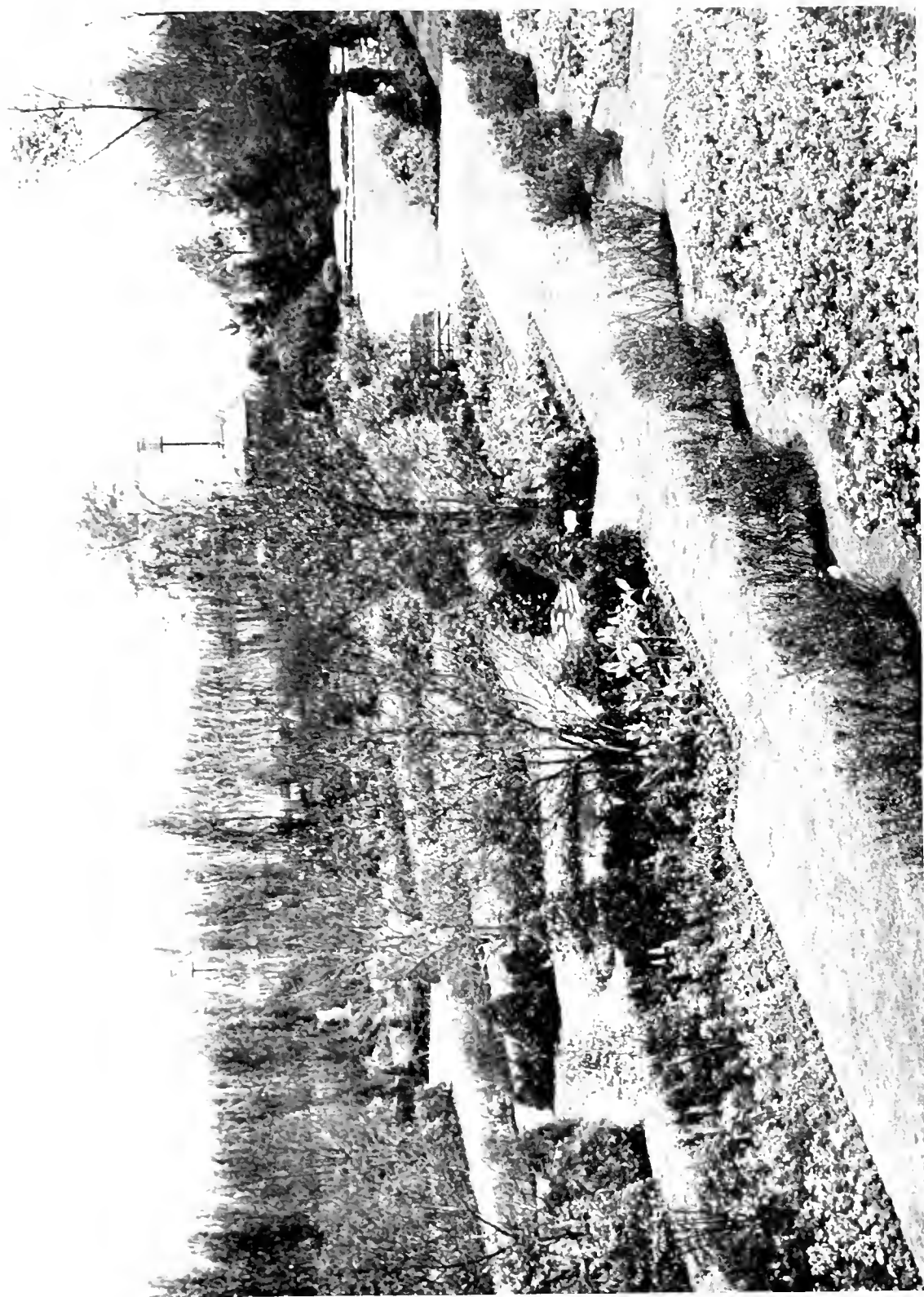
A GARDEN ARRANGEMENT





AN ENGLISH GARDEN





A MODERN FLOWER GARDEN





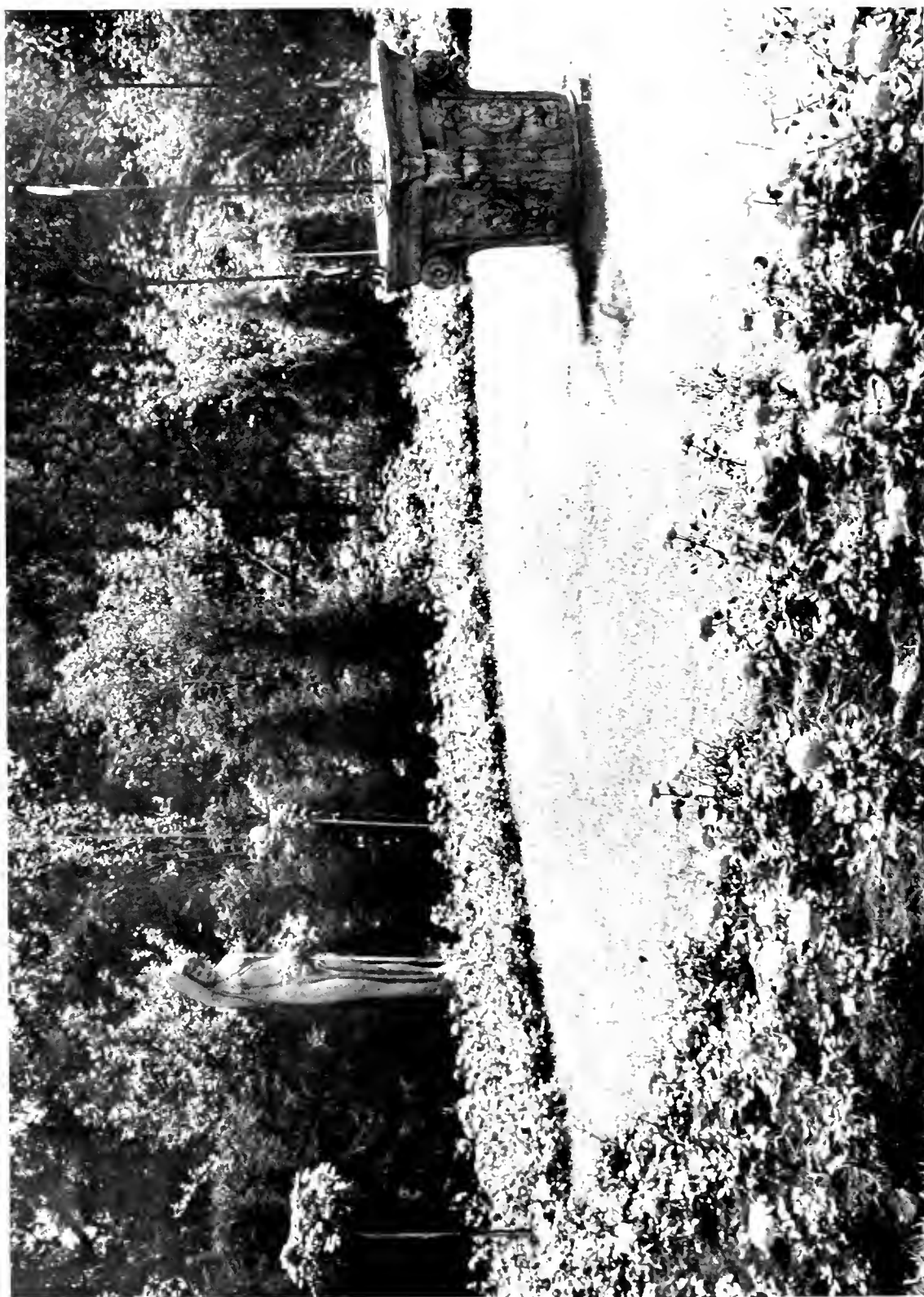
AN APPLE TREE GARDEN





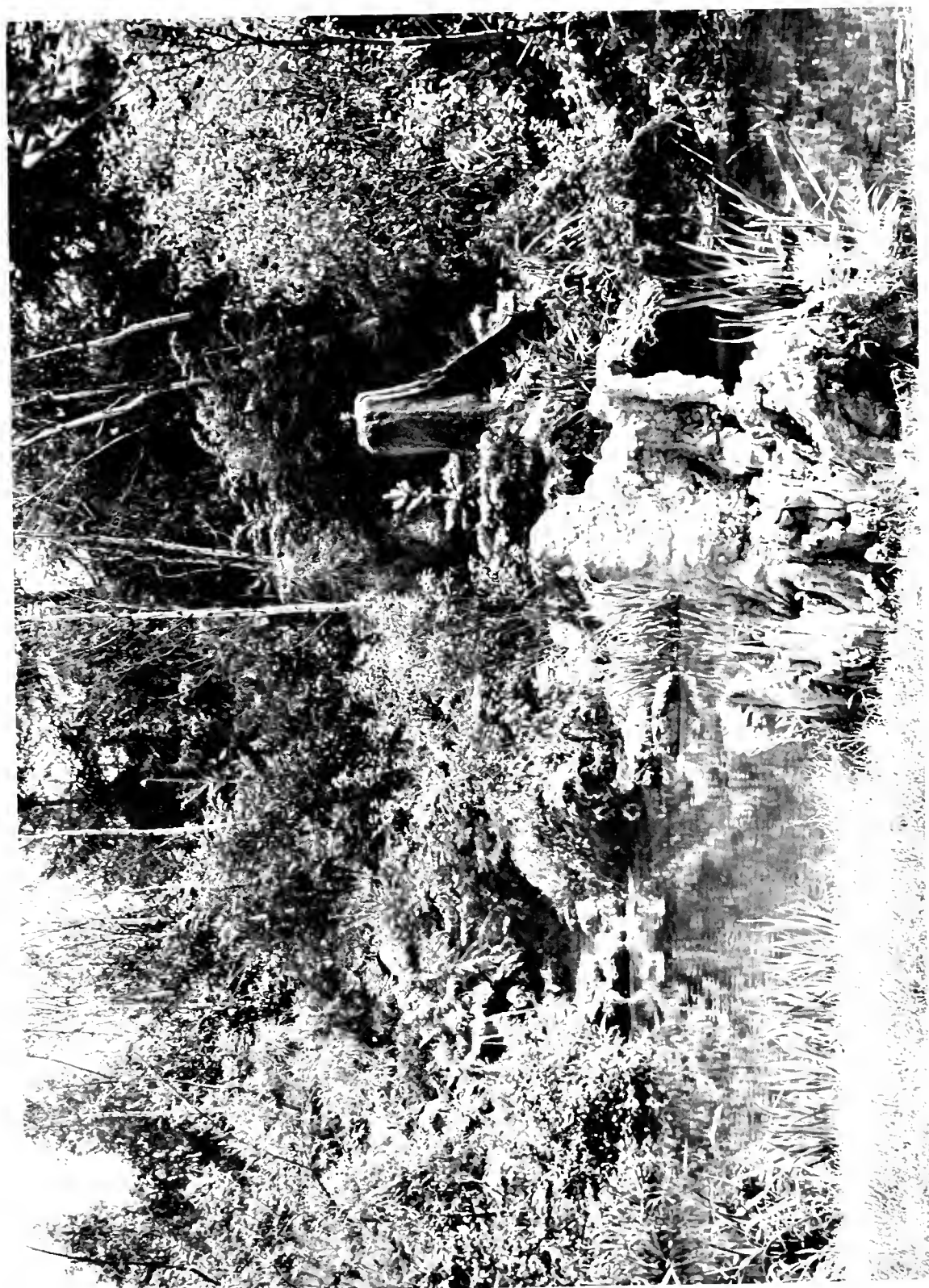
A BIT OF FOREST PRESERVE





A CENTURY OF PROGRESS ROSE GARDEN





HARMONY IN NATURE





VIEW OF NORTH EXHIBITION HALL

## FLOWER MARKERS

used in Rose Garden and other locations throughout the Garden and Flower Show are presented through the courtesy of

**Peerless Marker Co.**

Waterloo, Iowa

## National Eezy Wear Gloves



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been wanting—for

**GARDEN and HOME  
UTILITY Wear!**

**All-Leather . . . Dirt-Proof  
Soft as Kid . . . Washable**

Of extremely soft, pliable leather which gives almost bare-hand freedom with all-leather protection against dirt, scuffing, scratches, stains, infection. Worn for gardening, housework, painting, yard, basement, garage. Outwear 6 pairs of ordinary fabric gloves; can be washed regularly.

At department stores (Notions, House Furnishings), better seed and hardware stores, or send us 75c. "Small", "Medium", "Large" sizes for women; "Medium", "Large" for men.

## KREMESKIN — Beauty-Utility GLOVES,

of special cream-treated lambskin which softens, lubricates the hands while protecting them. For motoring and golf as well as garden and household wear. At toilet or glove counters, or send \$1. Sizes, "Small", "Medium", "Large".

## VISIT BOOTH 12,

Horticultural Building, Chicago Century of Progress and try on a pair of these new and unusual gloves. See also our new garden ensemble—gloves, smock and hat to match. . . . Made only by

**THE NATIONAL GLOVE CO.**  
Dept. J. Columbus, Ohio



# BUILT FOR A CENTURY OF PROGRESS



Agricultural Building on Northerly Island. This modernistic structure—shaped somewhat like a three-toothed key is 628 feet long and 108 feet wide

## Other Century of Progress Buildings, Exhibits, and Concessions now completed or under construction:

Atlas Brewing Company  
16th St. Bridge  
American Gas Association  
Bryant Heating & Mfg. Co.  
Coca-Cola Company  
Century Dairy Exhibits  
Dairy Building  
Diamond Mine  
Foreign Bazaar  
Geological Exhibits  
Horticultural Building

Home Planning Hall  
International Harvester Co.  
Iron Fireman  
Institute of American Meat  
Packers  
Kohler Company Building  
Kalamazoo Vegetable  
Parchment Co.  
Manz Kitchenette  
National Pressure Cooker Co.

Pure Oil Company  
Phoenix Hosiery Co.  
Quaker Oats Company  
Rock Island Railway  
Standard Oil Company  
Sky Ride Transformer Houses  
Standard Brands, Incorporated  
United States Government  
Animated Map  
University of Illinois Addition to  
Agricultural Building

BY

## E. W. SPROUL CONSTRUCTION COMPANY

General Contractors

CHICAGO

2001 West Pershing Road

Lafayette 5400

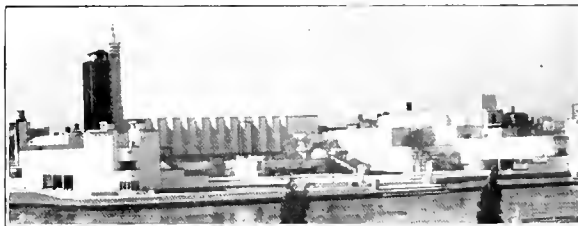


# SWAIN NELSON & SONS CO.

## Contribution to A Century of Progress

### *Landscape Contractors for*

Administration Bldg.  
General Exhibits  
Agricultural Bldg.  
Enchanted Island  
Alaska Building  
Girls' Cabin  
Polish Pavilion  
Sky Ride, West  
Million Years Ago  
Byrd's Ship



Hall of Science

### *Landscape Contractors for*

Hall of Science  
States Court  
Dairy Building  
Goodyear Airport  
Boys' Cabin  
Hall of Religion  
12th St. Bridge W.  
Grandstand  
Fort Dearborn  
Concession

Hundreds of large trees and evergreens, thousands of shrubs and flowers have been brought from SWAIN NELSON'S NURSERIES to beautify the grounds of A CENTURY OF PROGRESS.

This organization, some two years ago, was the first to be called in for planting the grounds about the Administration Building. Later, the materials for the Hall of Science were furnished. Since then, over one-half of all plantings planted by A CENTURY OF PROGRESS have been furnished by SWAIN NELSON'S.

SWAIN NELSON & SONS CO. have almost a Century of Progress of their own, for back in 1856, over seventy-five years ago, this Company was founded. Many of the outstanding landscape projects throughout the central west, both large and small, have been carried out by them.

With four hundred acres of the choicest plant materials, experienced landscape engineers and gardeners at your disposal, your landscape development can be entrusted to them.

Write or call—

## SWAIN NELSON & SONS CO.

*Landscape Gardeners since 1856*

Glenview, Illinois

TELEPHONE:  
Rogers Park 6620

(Chicago's Garden Suburb)

Glenview 87 or 88



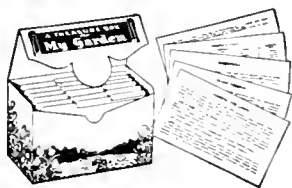


## Horticultural Gardens Fed with VIGORO

Thousands of visitors to inspect them daily! Garden enthusiasts from the world over! No wonder the exhibitors in the horticultural division of A Century of Progress spared neither time nor expense so that their gardens might approach perfection. It's important, too, that the beauty of these lovely gardens be maintained during the entire exhibition period. Those in charge know the value of proper plant feeding. It is natural, therefore, that Vigoro, the Complete Plant Food, should be selected for use on the exhibition gardens.

Home gardeners, too, know what Vigoro will do. Everywhere you hear them saying, "More beautiful than ever!" speaking of their lawns, flowers, shrubs, and trees. Year after year they see the beauty of their homes enhanced through the regular use of Vigoro.

Vigoro is a complete plant food, scientifically made to supply all plant life with the nourishment it needs for finest growth. It's the modern, 20th century plant food used by home gardeners everywhere. You, too, may know the satisfaction of greater gardening success! Just feed everything you grow with Vigoro, according to the simple directions which accompany each bag or package. Vigoro is a product of Swift & Company, whose reputation assures your satisfaction.



### The Garden Treasure Box!

To help make your gardening more enjoyable and successful, Swift & Company, through your gardening supply dealer, is offering the Garden Treasure Box for 25c with a purchase of Vigoro. This gardening aid presents, in handy card-index form, essential information on over 800 widely used plants. Just the information you need in planning and executing the beautification of your home grounds. Inspect it at your dealer's!



Vigoro Spreaders are mighty handy garden implements. They apply Vigoro and grass seed evenly and quickly, assuring a velvety-green lawn. Ask your dealer to show them to you. A size for every need.

**Swift & Company**  
U.S.A.

**VIGORO**  
*Complete plant food*

For Lawns, Flowers, Vegetables, Shrubs, and Trees





# The Positive Protection of Fence

Visitors at the Horticultural Exhibition of the Century of Progress will observe that the exhibit gardens are enclosed most effectively with a chain link fence made and erected by Pittsburgh Steel Company.

This is the type of fence that is used so extensively for enclosing large estates, as well as many public and industrial properties such as swimming pools, athletic fields, parks, reservoirs, airports, factories, play grounds, etc.

You can imagine the difficulties of trespassing that would be experienced here if the grounds were not fenced. In some degree this parallels the experience of every property. In these days of growing disrespect of property rights, every home, estate and exposed property needs the positive protection of fencing.

In many respects the protection of the Horticultural Exhibit Gardens is simpler than that of private gardens, estates and other properties. Here we need control merely of pedestrian traffic which is already under general supervision. A fence for your property must also keep out dogs and other animals, prowlers and malicious trespassers, guide the newsboy, grocer boy and milk man to the walks, afford a safe place for the children to play and enhance the appearance of the property.

You will observe that an effort has been made to beautify the fence boundary of the Exhibit gardens by means

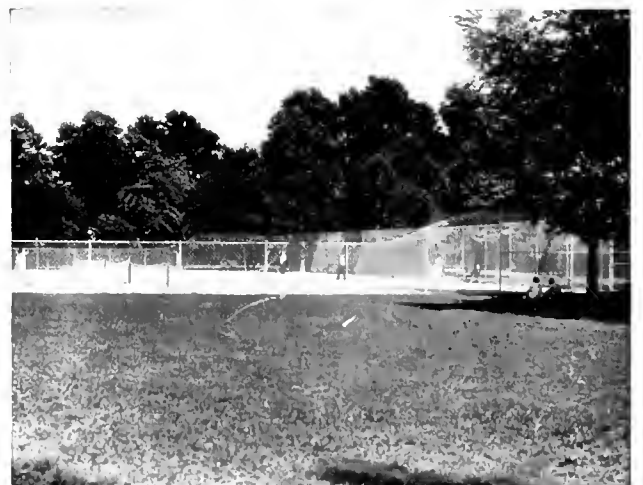
of plantings on and near the fence. Obviously it has not been possible to cover the fence with foliage nor to grow beautiful, flowering vines such as roses, clematis and bittersweet that can, after two or three years of growth, make fences such a beautiful part of the landscape.

In this connection many landscape architects have recently been discovering the multitudinous possibilities of fences. A wire fence immediately gives protection and establishes boundary lines. If subsequent privacy is desired by means of heavy plantings of shrubs the fence is still there to keep out dogs and intruders. On the other hand, particularly where space is limited, vines and flowers on the fence give the same much desired privacy in the nature of a thin garden wall, permitting more space for lawn and garden features.

The chain link fence enclosing our Exhibit Gardens is only one of several constructions in Pittsburgh Steel Com-



pany's lines. The Company offers the chain link design in heights from three to twelve feet or more; also other types of fence such as the Ornamental Lawn Fence enclosing our tea terrace, and farm and poultry fences.





# Pittsburgh Chain-Link Fence

Dignified Protection

for

Homes

Estates

Playgrounds

Athletic Fields

Parks

Cemeteries

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Airports

Zoological Gardens

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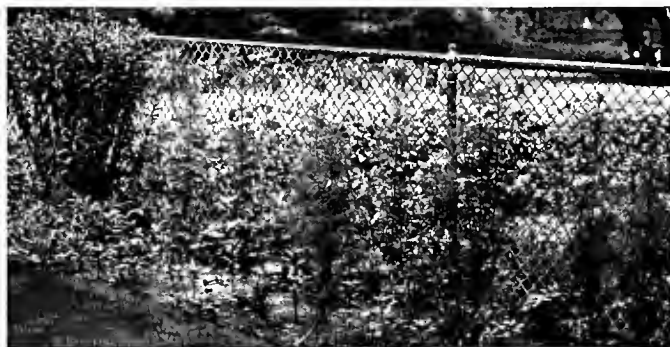
Storage Yards

Tennis Courts



The chain link fence enclosing the gardens of the Horticultural Exhibition is representative of the character of materials and construction employed in all Pittsburgh Chain Link Fences. There is a type of Pittsburgh Fence for every enclosure.

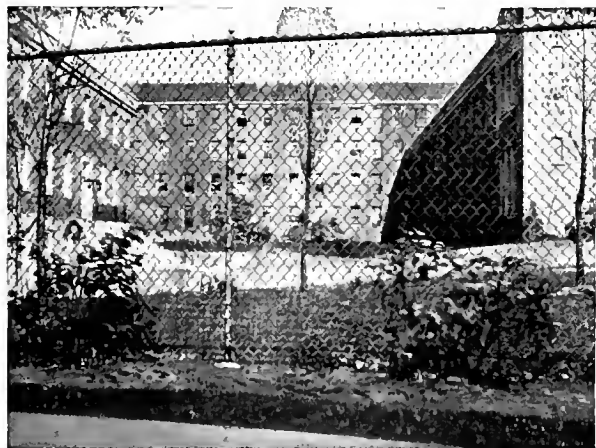
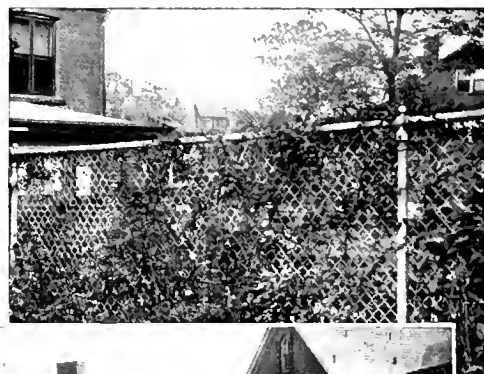
In addition to its Chain Link Fences, Pittsburgh Steel Company manufactures fences for every purpose, farm, poultry, garden and lawn. "Pittsburgh" fences and poultry fabrics may be seen at the Egg Laying Contest of the Century of Progress. Write for catalogues and information.



*Complete Erection Service Everywhere*

## Pittsburgh Steel Company

Pittsburgh, Pa.





# GRANT'S ART GALLERIES

25 and 27 South Wabash Avenue

extend greetings to the visitors to A Century of Progress Exposition and invite them to visit their Galleries, where a full display of exquisite and objects, both antique and modern, are constantly on display.

We have specialized for the last forty years in the selling of fine art objects from all parts of the world, both at Auction and at private sale. The exhibition in the Horticultural Building necessarily is but a small sample of the things we have. At the present time we have an exhibitor in our galleries of furniture, silver, oil paintings, rugs, etc. from the following estates:

LORD COLLVILLE OF MOTHERWELL,  
Ferguslie House, Paisley, Scotland

LADY BURNETT OF WEYS,  
Crathers Castle, Aberdeen, Scotland

EARL OF LOWDON AND HUNTINGDON,  
Lowdon Castle, Ayrshire, Scotland

SIR JOHN GLADSTONE,  
Fasque Castle, Kincardine, Scotland

EARL OF MORAY,  
Kinfearns Castle, Perthshire, Scotland

You are always welcome at

**GRANT'S ART GALLERIES**

25 and 27 South Wabash Ave.

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(Near Madison)

Established 1893

# HOFFMAN ELECTRIC COMPANY

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Seeley 0850



The electric work in the Horticultural Building  
installed by the Hoffman Electric Company.



# MATERIAL SERVICE CORPORATION

33 North LaSalle St.,

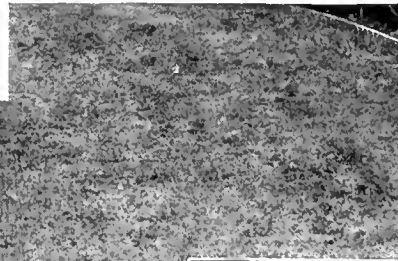
Franklin 3600



Gravel, cement, stone and lime for the Horticultural  
Building supplied by the Material Service Corporation



- (1) A section of curbing and stake.
- (2) Typical installation.
- (3) Curbing is easily curved. Joints are smooth and even.



## RYERSON "Estate" Road and Garden Curbing

Neat, effective separations and simple blending of areas are made at little expense with this newer steel curb strip. It permits the designer to edge in those sweeping curves that add so much to the beauty of a landscape and when installed affords a neat, almost invisible reinforcement.

The curbing is made of  $\frac{1}{4}$ -inch steel, 5 inches deep and comes in 16-foot lengths. Joints are designed to accommodate grades as well as level surfaces. Easy to install. Long tapered steel stakes hold it firmly and permanently in position. Write for illustrated folders and prices.

Special illustrated folders for landscape gardeners with their own name and address are furnished without charge or obligation.



**JOSEPH T. RYERSON & SON INC.**

*Plants at:*

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**PEARSON - DANIELS  
RARE PLANT NURSERY**

*Cacti, Succulents,  
Rock Garden Plants*

5730 Gunnison Street  
CHICAGO, ILL.



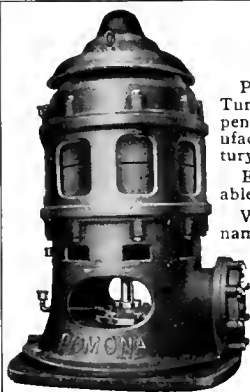
**The Newest Hand  
Protection for the  
women who garden**

*All leather gloves that protect against  
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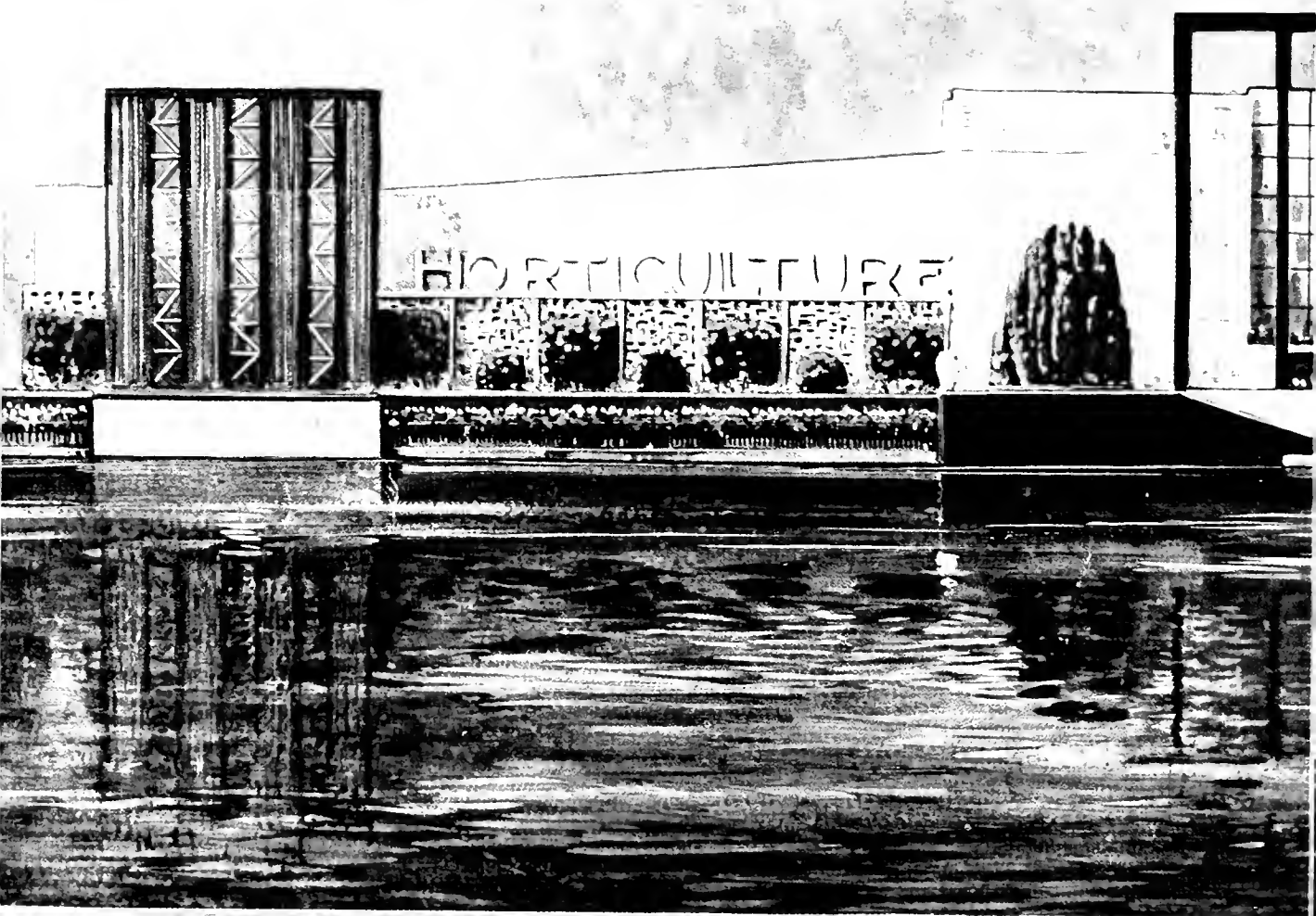
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